

EVAN CLOUTIER
CREATIVE BRIEF



Evan Cloutier
Marketing Major at Western Washington University
Aspiring Content & Digital Marketer



Working hard to make your dreams a reality

Product/ Brand Name

·Evan Cloutier

Purpose of Product/ Brand

Personal Mission Statement:

- Constantly learning and working my hardest to deliver the best version of myself each day to help and contribute positively to others around me.

People: Target Market Description

My target market:

- B2C Firms in the entertainment and sports industry who are seeking to serve individuals and families through a fun, and lively social experience/ firms who are also seeking growth through generating awareness/involvement and positive product experiences: Seattle Kraken, Nike, Adidas (something sports related).
- Below is an example of one of the many companies/ brands I'd love to work for.

Firmographics

- Industry: Entertainment and Sports
- Annual Revenue in 2021: \$193.8 million dollars.
- Company Size: 1,211 employees.
- Location: Headquarters are in New York, but serve audiences on an international scale.
- Status: The NHL is a renowned professional hockey league with teams in the United States and Canada.

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Psychographics

- Value: safety, fun, community, competition, discipline, sportsmanship, and hard work, furthering the sport of ice hockey
- Beliefs: That hockey is a fun family experience and that fans and rink personal all play a role in ensuring the experience is had.

Geographics

I have the ability to serve and work with clients remotely or in person. The NHL has teams all across the United States and Canada which provides the opportunity to be open to reach any geographic location.

Usage Rate

As a new marketer, Cloutier's work is mostly freelance as he is still building a reputation for himself. As of now, he is working on small projects for individuals.

Benefits Sought

The NHL, through hiring me, will gain a digitally and technically skilled brand marketer with a background in digital and content marketing, sports marketing, and integrated marketing communications to ultimately increase awareness, engagement, revenue, and shape consumer preferences and perceptions positively.

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Problem

The problem the organization is facing is a weakness. Conditions where they're at aren't good enough. Consumer engagement in all areas of the conversion funnel (Awareness, Interest, Decision, Action) is lower than they'd like. In order to increase awareness, engagement, and revenue we have to positively shape consumer preferences and perceptions with our marketing efforts. Their largest weakness is that they lack creatives with the knowledge and understanding to create and execute marketing efforts that will increase these factors.

User Story

As a: Sports organization in a competitive industry.

I want: a hardworking brand marketer/ coordinator who is time oriented, technical, and digitally skilled, humble, creative, and optimistic with a bachelor's degree in marketing.

So that: we see increases in brand awareness, recall and engagement, as well as constantly improve positive perceptions which will lead to the establishment of meaningful relationships. This will lead to increases in general ticket purchases as well as season ticket passes, increase sales of licensed merchandise, and create a great spectating experience which will create loyal diehard fans and encourage repeat purchases and word of mouth marketing.

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Product/ Brand/ MKTG Mix Description

Product Features:

- Myself and my brain.

Product Advantages:

- I am a hardworking yet humble, time oriented, creative, with knowledge on sports marketing, content creation, innovation and a novice to intermediate level but continuing knowledge of digital marketing and IMC who has competent technical abilities built up and is constantly willing to learn and is currently completing my degree in marketing.

Product Benefits:

- Through employing me, the organization will see increases in brand awareness, recall, and engagement through my marketing messages and relevant content to positively shape consumer preferences and perceptions.

Product Value Proposition

We help: organizations in the entertainment and sports industry.

Create: increases in purchases, online conversions, brand engagement, customer retention and the attraction of new customers

By: working as a cohesive team and providing my knowledge on sports marketing, digital marketing, and other fields in marketing paired with the skills I've developed to create and market content that will shape consumer preferences and perceptions to increase conversions across all stages of the conversion funnel.

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Positioning Statement

For: those in the entertainment and sports industry.

Who: needs an enthusiastic and skilled brand coordinator,

Evan Cloutier is the only one

That provides a determinative attitude paired with knowledge and skills in various marketing disciplines

Unlike my peers or other sports marketers

Because of my prior work in courses such as market research, consumer behavior, innovation, sports marketing, integrated marketing communications, as well as digital marketing. Previous pieces of work, content, and deliverables can be found on my website.

Potential

Marketing Objectives:

Revenue: As an aspiring marketer on his way to earning his degree, I want to increase my current revenue where I earn minimum wage at a part time job to working a full time as a marketer earning roughly \$50,000 by 06/20/2022.

Primary Demand: Because I'm a college student with minimal job experience in marketing, I would like to increase the primary demand of myself by other businesses from 0% to 15% by 06/20/2022

Communication Objectives:

Increase Awareness: As an aspiring marketer, I'd like to increase firm awareness in my desired industry by 0% to 15%

Increase Knowledge (Educate and Inform): As an aspiring marketer, I want to increase firm knowledge about me from 0% to 15%

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Persuasion: Current Tagline or Campaign Theme

Tagline: Working hard to turn your dreams into a reality

Brand Elements:

Colors: Shades of blue to communicate loyalty, wisdom, relaxation, trustworthiness, and evoke positive feelings. Blue has been a color I've gravitated to all my life and while I can be enthusiastic, I try and stay calm and relaxed and want to project that side of me as well. I additionally want to communicate sincerity that in any job, or interaction, I take it seriously and want to put my best effort forward.

Fonts: Zcool Qingke HuangYou, Oswald, FC Fast

Logo:



Look, Feel, and Tone: The different shades of blue come together to offer a visually aesthetic and sleek look. The logo, colors, and fonts combine to offer a modern relaxed vibe.

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Works Cited

"National Hockey League (NHL) Competitors, Revenue, Alternatives and Pricing." Growjo, [growjo.com/company/National-Hockey-League-\(NHL\)](https://growjo.com/company/National-Hockey-League-(NHL)). Accessed 26 Nov. 2021.

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